

BACKGROUND OF THE INITIATIVE

Over the years, a growing number of companies operating in the Beauty industry decided to obtain the B Corp certification to use business as a force for good and increase their positive impact. These companies value the concept of interdependence and are aware that they can learn from each other to further improve their positive impact. Moreover, they can collectively have the greatest impact on the industry's practices by joining forces at a pre-competitive level. Therefore, the time has come to go one step further and focus the collective efforts of these companies on improving the sustainability standards of the Beauty industry.

PURPOSE OF THE INITIATIVE

Guided by the principle of interdependence, we will join forces to improve the sustainability standards of the beauty industry through our shared vision of delivering 'beauty for good'. The B Corp Beauty Coalition is a global initiative of the B Corps belonging to the beauty industry and its supply chain, and it aims to:

- encourage **collaboration and exchange** between companies;
- identify and share **good practices and improvement actions** specific to the beauty industry;
- **publish their outcomes** and influence the beauty industry to **trigger sustainable changes**;
- work altogether on **high-level goals** identified by the coalition.

CRITERIA FOR MEMBERSHIP

Organization level:

- **Be a Certified B Corporation**;
- Be a Beauty company or being part of the supply chain of the beauty industry.

Overall attitude:

- Be willing to cooperate and exchange information at a pre-competitive level;
- Be willing to change the industry.

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For the year 2022, the coalition will launch three working groups covering three different vital areas:

1. Ingredients: supply chain engagement and sourcing practices

Define what a sustainable ingredient is; work on the traceability, quality and responsibility of the supply chain; build an integrated and circular supply chain that aims to zero waste; identify solutions related to climate change issues; exchange suppliers; joint primary research with suppliers.

2. Packaging: supply chain engagement, performance and sustainability

Identify solutions about plastic packaging and related climate and pollution issues; work on the traceability, quality and responsibility of the packaging supply chain; design a more circular production process and final products that aims to zero waste; exchange of suppliers; joint primary research with suppliers.

3. Greener Logistics

Create a paper statement and collect best practices about distributing our products in the most sustainable way, both at the transportation and packing level. Design more circular processes, aiming to zero waste and identify solutions related to climate change issues.

*The topics and the number of working groups can evolve in time and with the entry of new members.

To discover the members and read the manifesto, visit: bcorpbeauty.org

To apply: contact@bcorpbeauty.org